

Exhibit A, Attachment I
Local Agency Specific Services
Services to be performed

Task 2: Nutrition Education:

Objective: The Contractor shall, on an ongoing basis, provide nutrition education to all WIC participants.

Activities to Support the Objective
Function 1: Provide and document appropriate, evidenced-based, participant-centered education that is based on nutritional risk and participant concerns.
Function 2: Provide and document the minimum number of required nutrition education contacts per the participant's category and certification period.
Function 3: Provide high risk counseling by a Registered Dietitian (RD) and/or a Degreed Nutritionist (DN) to participants who meet the high risk criteria based on the participant's nutrition assessment.
Function 4: Utilize CDPH/WIC Division materials, both printed and online, to ensure that consistent nutrition messages are provided to participants in individual counseling sessions and group education. Refer to Exhibit A, § 6.A.6).
Deliverables
A. Participants have appropriate initial and secondary nutrition education provided, based on the INEP and subsequent assessments.
B. Document all participant nutrition education information in the CDPH/WIC Division authorized management information system.

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Task 3:

Task 5: Outreach

Objective: The Contractor shall provide information about WIC Program benefits and requirements to inform potential WIC eligible populations about WIC services.

Activities to Support the Objective
Function 1: Provide WIC Program information to and coordinate with health and social service organizations to encourage referrals to the WIC Program.
Function 2. Annually inform potential eligible persons of the availability of program benefits, eligibility criteria, and local agency contact information.
Deliverables
A. Establish referral networks by partnering with the mandatory referral agencies, healthcare providers, and community-based organizations.
B. Conduct and document the approved annual Public Outreach Announcement. Refer to Exhibit A, 5-6 .A.6).
C. Include outreach activities in the Semi-annual Report.